Orders

Order / Rev:

103694

Alt Order#:

06830033

Product Desc:

BERKLEY FOR SENATE

Estimate:

30\$

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev:

06/28/12 / 07/17/12

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission: .

EOM/EOC

00:15:00

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Berkley Shelley for Senate

Demographic:

A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

Product Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/29/12

Start Date End Date

# Spots Gross Amount 11/05/12 167

Net Amount \$48,175.00 \$40,948.75 **Totals** 

Month Gross Amount # Spots Net Amount Rating November 2012 167 \$48,175.00 \$40,948.75 0.00 Totals 167 \$48,175.00 \$40,948.75 0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$48,175.00
Market	100%	\$240,875.00

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	32%	\$77,080.00		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	21%	\$50,583.75		
KTUD	0%	\$0.00		
KVVU	25%	\$60,218.75		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	2%	<b>\$4</b> ,817.5 <b>0</b>		

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/30/12	11/02/12	Wake Up Early w/ W	'agn@M	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
					Wake Up Early Wag	iners								
		NEWS												
		Star	t Date J	End Date	Weekdays Sr	ots/Week	Rate	Rating						
	W	eek: 10/2	9/12	11/04/12	-TWTF	4	\$50.00	0.00			•			

Print Date: 07/17/12 12:01:27

Page 2 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

10/30/12 - 11/05/12

D33 Product Desc:

30S

BERKLEY FOR SENATE KSNV

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/30/12	2 11/02/12	Wake Up Early w/	_	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
	NEWS			Wake Up Early W	agners								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
********	/eek: 10/2		11/04/12	-TWTF~-	4	\$50.00	0.00						
E 2	KSNV	11/05/12	2 11/05/12	Wake Up Early W/	_	430a-5a	M	· :30	1	\$50.003	0.00 <b>NM</b>	1	\$50.00
	NEWS			Wake Up Early W	ayners								
	Star	t Date	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>						
-	/eek: 11/0		11/11/12	M	1	\$50.00	0.00						
E 3	KSNV	11/05/12	2 11/05/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	•	5-6a	M	- :30	2	\$200.003	0.00 NM	2	\$400.00
	NEWS			WHO S-OA WAREON	www.agneis								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	/eek: 11/0		11/11/12	M	2	\$200.00	0.00						
E 4	KSNV	10/30/12	2 11/02/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	~TWTF	- :30	8	\$200.003	0.00 NM	8	\$1,600.00
	NEWS			WIT O ON WARCO	, w. wagiicis								
		t Date	End Date		Spots/Week	<u>Rate</u>	Rating						
	/eek: 10/2		11/04/12	~TWTF	8	\$200.00	0.00			450000	2.05.117.6	_	
⊏ 5	KSNV	10/30/12	2 11/02/12	M-F 6-7a WakeUp M-F 6-7a WakeUp		6-7a	-TWTF	- :30	8	\$300.003	0.00 NM	8	\$2,400.00
	NEWS			m, o , a vianoo,	, in tragilor								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	/eek: 10/2		11/04/12	-TWTF-~ M-F 6-7a WakeUp	8	\$300.00	0.00			****		_	
⊏ 0	KONV	11/05/12	2 11/05/12	M-F 6-7a WakeUp		6-7a	M	- :30	2	\$300.003	0.00 NM	2	\$600.00
	NEWS												
10		t Date	End Date		Spots/Week	Rate	Rating						
E 7	Veek: 11/0		11/11/12 2 11/05/12	M Today Show	CM 2	\$300.00 658a-9am	0.00 M	- :30	4	\$400.003	0.00 NM	4	<b>#4 COO OO</b>
′	KONV	1 17007 12	2 11700712	Today Show	OW	OJOardaili	s <sub>1</sub> ======	50	4	\$400.00S	U.UU INIVI	4	\$1,600.00
	TODAY			•									
10	<u>Staı</u> //eek: 11	t Date	<u>End Date</u> 11/11/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
M-71-4				Today Show	CM 4	\$400.00 658a-9am	0.00 -TWTF	- :30	16	\$400.003	0.00 NM	16	\$6,400.00
	110111	10,00,12	11102112	Today Show	OW	ooda oani	IWII	.50	10	ψ400.000	O.GO INIVI	10	<del>Ф</del> 0,400.00
	TODAY		- 15.										
10	<u>Staı</u> Veek: 10/2	<u>t Date</u>	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 16	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
-				Wake Up Early w/		430a-5a	-TWTS	s :30	4	\$150.003	0.00 NM	4	\$600.00
		, ,		Wake Up Early W	-			,,,,		<b>\$100,000</b>	0.00 1414		Ψ000.00
	EARLY	- B-4-	F-4 B-4-	1011-1	O	D-4-	D. C.						
W	<u>اعاد</u> 10/2 veek: 10	<u>t Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> −TฟT−−S	Spots/Week 4	<u>Rate</u> \$150.00	<u>Rating</u> 0.00						
				Wake Up Early w/		430a-5a	M	- :30	1	\$150.003	0.00 NM	1	\$150.00
				Wake Up Early W	agners								·
	EARLY	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
٧	<u>اعدی</u> Veek: 11/0		11/11/12	M	<u> </u>	\$150.00	0.00						
E 11	KSNV	11/05/1:	2 11/05/12	Noon News	CM	12-1230pm	M	- :30	1	\$175.003	0.00 NM	1	\$175.00
	NEWC			Noon News									
	NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
v	Veek: 11/		11/11/12	M	1	\$175.00	0.00						
E 12	KSNV	10/30/1:	2 11/02/12	Noon News	CM	12-1230pm	-TWTF	- :30	4	\$175.003	0.00 NM	4	\$700.00
	NEWS			Noon News									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek: 10/	29/12	11/04/12	-TWTF	4	\$175.00	0.00						
E 13	KSNV	10/30/1	2 11/02/12		CM	9-10a	~TWTF	- :30	8	\$175.003	0.00 NM	8	\$1,400.00

Print Date: 07/17/12 12:01:27 Page 3 of 6

KSNV

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type :	Spots	Amount
			M-F Today Show I M-F Today Show		·							
TODA	ΥII		W-1 Today Onow							_		
<u>SI</u> Week: 10	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> ∺TWTF∺-	Spots/Week 8	<u>Rate</u> \$175.00	Rating 0.00						
E14 KSNV	/ 11/05/1		M-F Today Show I M-F Today Show	1 3rd HGM	9-10a	М	:30	2	\$175.003	0.00 <b>NM</b>	2	\$350.00
TODA <u>SI</u> Week: 1	tart Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$175.00	Rating 0.00						
E 15 KSNV		12 11/05/12	The Agenda 1230 The Agenda 1230		1230-1p	М	:30	1	\$150.003	0.00 NM	1	\$150.00
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		11/11/12	M	1	\$150.00	0.00						
E 16 KSN\ AGEN		12 11/02/12	The Agenda 1230 The Agenda 1230		1230-1p	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
<u>S</u> 1	tart Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	-TWTF	4	\$150.00	0.00			4.50.000			
		12 11/02/12	Rachael Ray Rachael Ray	СМ	11am-12pm	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
	IEL RAY	F=4 D=4=	Mankalana	Cardo Alfanto	D-1-	Deller						
<u>১</u> Week: 10	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF-⊹	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
			Rachael Ray Rachael Ray	СМ	11am-12pm	М	:30	1	\$150.003	0.00 NM	1	\$150.00
RACH	IEL RAY		,,									
<u>Si</u> Week; 1	tart Date 1/05/12	End Date 11/11/12	<u>Weekdays</u> M∺-	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
_	/ 11/05/ <sup>-</sup>		M-F Today Show I Today 4th Hour	II 4th IGM	10am-11am	M	:30	1	\$150.003	0.00 NM	1	\$150.00
	tart Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 20 KSNN TODA		12 11/02/12	M-F Today Show I Today 4th Hour	II 4th IGM	10am-11am	-TWTF	;30	4	\$150.003	0.00 NM	4	\$600.00
	tart Date	End Date 11/04/12	<u>Weekdays</u> -TwTF⊷	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
	/ 10/30/ <sup>-</sup>	12 11/02/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF	:30	8	\$200.003	0.00 NM	8	\$1,600.00
PHIL. <u>S</u> <b>W</b> eek: 1	<u>tart Date</u> 0/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 8	· · · · · · · · · · · · · · · · · · ·	Rating 0.00				ţ		
	V 11/05/	12 11/05/12	Dr. Phil Dr Phil	СМ	3-4p	M	:30	2	\$200.003	0.00 NM	2	\$400.00
PHIL <u>S</u> Week: 1	tart Date 1/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
h	V 11/05/	12 11/05/12	News 3 at 430pm News 3 at 4:30PM	CM //	430-5pm	М	:30	1	\$300.003	0.00 NM	1	\$300.00
	tart Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	<u>Rating</u> 0.00						
	_		News 3 at 430pm News 3 at 4:30PM	CM /I	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
NEW:		End Date			Deta	Datie -						
<u>S</u> Week: 1	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> -TwTF⊹-	Spots/Week 4		<u>Rating</u> 0.00						
		12 11/02/12		CM	4-430p	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00

Print Date: 07/17/12 12:01:27

**KSNV** 

Page 4 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ch Ln Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount News 3 at 4 News 3 at 4 **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$300.00 0.00 E 26 KSNV 11/05/12 11/05/12 News 3 at 4 CM 4-430p M-----30 \$300.003 0.00 NM 1 \$300.00 News 3 at 4 **NEWS** Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 11/05/12 11/11/12 M-----\$300.00 0.00 E27 KSNV 11/05/12 11/05/12 M-F Early News CM 5-630p :30 \$450.003 0.00 NM M----2 \$900.00 M-F Early News NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$450.00 0.00 CM E 28 KSNV 10/30/12 11/02/12 M-F Early News 5-630p -TWTF--:30 \$450.003 0.00 NM 8 \$3,600.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$450.00 0.00 E 29 KSNV 10/30/12 11/02/12 Face to Face w/ RalstonCM 730-758pm -TWTF--:30 \$225.003 0.00 NM 4 \$900.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$225.00 0.00 11/05/12 11/05/12 Face to Face w/ RalstonCM E 30 KSNV 730-758pm M-----:30 \$225,003 0.00 NM 1 \$225.00 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$225.00 0.00 Vegas Inc. E31 KSNV 11/03/12 11/03/12 CM 6:30-8pm ----5-:30 \$150.003 0.00 NM \$150.00 Vegas Inc. **VEGAS INC** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 ----S-11/04/12 \$150.00 0.00 E 32 KSNV 10/30/12 11/02/12 M-F Jeop/Wheel CM 630-730pm -TWTE--:30 8 \$400.003 0.00 NM 8 \$3,200.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date End Date Spots/Week **Weekdays** Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$400.00 0.00 E 33 KSNV 11/05/12 11/05/12 M-F Jeop/Wheel CM 630-730pm M-----:30 \$400.003 0.00 NM 2 \$800.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$400.00 0.00 E34 KSNV 11/03/12 11/03/12 Weekend Jeopardy/Whe@M 630-730pm -----5-:30 \$250.003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---S-\$250.00 0.00 E35 KSNV 11/04/12 11/04/12 News 3 Live in Prime 7-10pm -----5 :30 \$600.003 0.00 NM \$600.00 1 News 3 in Prime NEWS IN PRIME AFTER NFL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$600.00 0.00 11/02/12 11/02/12 Fri PR 9-10p E 36 KSNV CM 9-10pm ---F--:30 \$1,000.003 0.00 NM \$1,000.00 Friday Prime 9-10pm GRIMM Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 \$1,000.00 0.00 E 37 KSNV 11/02/12 11/02/12 CM 8-9pm ----F--:30 1 \$750.003 0.00 NM 1 \$750.00

Print Date: 07/17/12 12:01:27 Page 5 of 6

KSNV

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Fri PR 8-9p Friday Prime 8-9pm WHIT/COMM Start Date End Date Weekdays Spots/Week Rating Rate ----F--Week: 10/29/12 11/04/12 \$750.00 0.00 E 38 KSNV 10/31/12 10/31/12 Wed PR 9-10p CM 9-10pm --W----:30 1 \$1,700.003 0.00 NM \$1,700.00 Wednesday Prime 9-10pm SVU Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W---\$1,700.00 0.00 E39 KSNV 10/31/12 10/31/12 Wed PR 10-11p CM 10-11pm :30 1 \$1,400.003 0.00 NM --W---\$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE End Date Spots/Week Start Date <u>Weekdays</u> <u>Rate</u> Rating 1,1/04/12 Week: 10/29/12 \$1,400.00 0.00 E 40 KSNV 11/01/12 11/01/12 Thurs PR 10-11p CM 10-11pm ---T---:30 1 \$1,400.003 0.00 NM \$1,400.00 Thursday Prime 10-11pm ROCK CENTER Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 1 \$1,400.00 0.00E 41 KSNV 10/30/12 11/02/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 8 \$75.003 0.00 NM 8 \$600.00 Late Night w/Fallon **FALLON** Start Date End Date **Weekdays** Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$75.00 0.00 E42 KSNV 11/05/12 11/05/12 Late Night w/Fallon CM 2 1237a-136am M----:30 \$75.003 0.00 NM 2 \$150.00 Late Night w/Fallon **FALLON** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 11/05/12 11/11/12 \$75.00 0.00 E 43 KSNV 11/05/12 11/05/12 The Tonight Show 1135p-1237a CM M-----:30 \$185,003 0.00 NM 2 \$370,00 **Tonight Show** TON SHOW Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating M----11/11/12 Week: 11/05/12 \$185.00 0.00 E 44 KSNV 10/30/12 11/02/12 The Tonight Show CM 1135p-1237a -TWTF--:30 \$185.003 0.00 NM \$1,480.00 Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 -TWTF--\$185.00 0.00 E 45 KSNV 10/30/12 11/02/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$425,003 -TWTF--0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** Start Date Spots/Week Rating End Date Weekdays <u>Rate</u> 11/04/12 -TWT F--Week: 10/29/12 \$425.00 0.00 E 46 KSNV 11/05/12 11/05/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$425.003 0.00 NM 1 \$425.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$425.00 0.00 E 47 KSNV 11/03/12 11/04/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$400.003 0.00 NM 2 \$800.00 Sa-Su News 3 at Eleven **NEWS End Date** Start Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----SS \$400.00 0.00E 49 KSNV 11/03/12 11/03/12 Saturday Today CM 7a-9am ----S-:30 \$225,003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 \$225.00 0.00 E50 KSNV 11/03/12 11/03/12 6a-7a CM----5-:30 2 \$150.003 0.00 NM 2 \$300.00

Print Date: 07/17/12 12:01:28

**KSNV** 

Page 6 of 6

Order / Rev: Alt Order#:

Flight Dates:

103694

06830033

10/30/12 - 11/05/12

Advertiser:

Berkley, Shelley for Senate

Product Desc: Estimate:

BERKLEY FOR SENATE

30S

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount News 3 Sunrise - SATURI News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----S-Week: 10/29/12 11/04/12 \$150.00 0.00 E 51 KSNV, 11/04/12 11/04/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM \$350.00 1 Sunday Today SUN TODAY End Date <u>Weekdays</u> Spots/Week Start Date <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----S \$350.00 0.00 E 52 KSNV 11/03/12 11/03/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$550.003 0.00 NM 1 1 \$550.00 Saturday Night Live SNL Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----S-\$550.00 0.00 Totals 167 \$48,175.00